COMMUNITY PARTICIPATION PROGRAM Application Template.

Please feel free to use this template as a guide to developing your submission for funding from the Community Participation Program. The level of detail should be appropriate to your organization's proposed activities, and to the level of funding allocated for your organization.

CONTACT INFORMATION:

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FUNDING ACTIVITIES.

Use the following questions as a guide for your submission.

1. After this first funding year, neighborhood organizations will submit proposals for three years of funding from the Community Participation Program. How will your organization engage residents and other stakeholders in 2011 to develop your threeyear proposal?

The Longfellow Community Council (LCC) is a community-based, 501(c) 3 citizen participation organization that represents the interests of community members, including approximately 400 business owners and 23,000 residents who live, work, learn and play within the Longfellow, Cooper, Howe, and Hiawatha Neighborhoods of South Minneapolis. LCC is the officially recognized citizen participation organization for the Greater Longfellow area.

The mission of LCC is to improve the quality of life, to develop a sense of community, and to promote the social and economic well being of the people of the Longfellow, Cooper, Howe, and Hiawatha Neighborhoods. The community's shared vision includes a future where the housing stock is maintained and affordable, the natural resources are preserved and protected, people feel safe and secure, the business community is viable, and youth and seniors engage in mutually beneficial activities. To achieve this vision LCC works hard to involve and empower all community members to be involved in their community and to take action on issues that have an impact on the quality of their lives.

Community engagement is the foundation of the work of Longfellow Community Council (LCC). LCC has been very successful in our outreach efforts to community residents, businesses, other community organizations, churches and schools.

We engage and inform community members through six formal media sources (LCC website, Yahoo Groups, Facebook, Twitter, the LCC Insider Newsletter and a monthly LCC page in the Longfellow/Nokomis Messenger newspaper. We also flyer the community around meetings and events and work closely with block club and other community leaders. We continually strive to increase our visibility in the community so that Greater Longfellow residents are aware of our existence and resources.

Longfellow Community Council (LCC) engages in regular planning activities in the community. LCC will continue to work with the broader community to complete the goals of both our NRP Phase II Plan and our 2-year strategic Plan. The community (LCC committee members, board members, business owners and residents) who are involved with LCC through other venues, will also work to review, revise and expand the strategic plan and Phase II NRP Plan, carrying our work beyond 2011.

LCC and members of Greater Longfellow are involved in an additional large-scale planning process with Hennepin County and multiple other community partners through a Community Works project. This project is an 11-15 million dollar program spanning the length of Greater Longfellow from Minnehaha Park to the Midtown Greenway from Minnehaha Avenue to Hiawatha. This project has now expanded to Midtown Phillips through a federal CARE grant. LCC, Hennepin County and the Women's Environmental Initiative (WEI) will work to educate residents on the environmental issues of our communities with an end goal of prioritizing remediation projects in the community.

Our engagement and planning efforts will continue with a strong emphasis on engaging a greater number of community members that will be reflective of the ethnic and social make-up of our community.

2. What regular outreach and engagement activities will your organization carry out in 2011?

Our regular outreach and engagement activities include but are not limited to the following:

- Regular communications and updates through LCC's media sources
- Monthly committee meetings (Board of Directors, Environment and Transportation, Neighborhood Development Caucus, Community Connections, Advancement, River Gorge, Seward/Longfellow Restorative Justice, Longfellow Business Association, Neighborhood Alliance and Problem Properties.
- Community meetings for on-going and emerging issues (Longfellow Station housing development, Howe School Redevelopment, and others as needed and requested)
- General Membership Meetings (April and October)
- LCC programs and events
- Meetings with Hennepin County Community Works, a collaborative of five Longfellow churches and other partner meetings.

3. How will your organization reach out to under-represented groups in your community? Who are these groups?

LCC employs a full-time Community Organizer who is bilingual and who works with Latino-serving and focused organizations in Greater Longfellow. LCC currently partners with Corcoran and Powderhorn Neighborhoods to sponsor the Latinos En Accion/Latinas Mujeres Program that provides stipends and administrative support to a group of Latina women who meet frequently to discuss and work on culturally specific issues and ideas.

There are other underrepresented groups on Greater Longfellow who LCC is working to engage more closely with. We partner with and work with other local community organizations and churches to do outreach to these groups (youth, seniors, Somalis).

Like other neighborhood organizations we will use census data to be released mid-year 2011 to assess changes in neighborhood demographics. LCC staff, the Board of Directors and committees will use the new census information to set expanded outreach goals and to determine strategic methods of outreach.

4. What planning activities would your organization like to carry out in 2011? (This could include strategic planning, land use planning, NRP planning, etc).

As mentioned above, LCC is currently working on implementing the goals and programs from our NRP Phase II Plan, our 2-year strategic plan and our Hennepin County Community Works program. This work will continue in 2011 and beyond.

5. How does your organization provide information to the community? How do you gather information from the community?

Providing information to the community is much easier than gathering information. As noted above, LCC has six media sources that we use to provide information to the community. We also respond to requests for information via email, mail, phone or in person and flyer the community for special events and meetings.

To garner standard information from the community LCC uses responses from our media sources, community meetings and committee meetings. Through these resources we are able to obtain a good deal of information on needs and priorities of the community. However, LCC is not able to represent the opinions of individuals so in order to best serve the broader community we hold meetings, form task forces and subcommittees and sometimes use surveys to come to consensus.

Since LCC is viewed as a resource and a conduit to elected officials and local government, we interact regularly with community members who are concerned about policies and practices that affect them. LCC works on behalf of community members to organize around and research requested topics and to relate the needs and opinions of the community to decision-makers.

6. What festivals and events will your organization host or support in 2011?

Regular events in Greater Longfellow include:

- -Two general membership meetings (October Best Meeting Ever and April No Pie Charts! Only Pies!). These membership meetings are very well attended and are used as social gatherings, to recruit block club leaders, to hear from elected officials, to elect board members and to review community planning efforts.
- -Annual Share the Road event. This event is used to bring together drivers, bicyclists and pedestrians to discuss community measures to ensure safety on our roads.
- -River Gorge Ice Cream Social (August)
- -Community Warming Party (June)
- -Annual Chili Cook-off (November)
- -National Night Out (August)
- -Longfellow Corn Feed (August)
- -League of Longfellow Artists (LOLA) Art Crawl (summer)
- -Other events as planned by LCC committees

7. What else would you like the Neighborhood and Community Engagement Commission know about your organization?

LCC has a long and successful track record in community engagement. This work is not new to LCC but we continually work to expand our efforts and to partner with organizations and individuals who add value to the community. Greater Longfellow is the largest neighborhood in Minneapolis, combining four neighborhoods (Cooper, Howe, Hiawatha and Longfellow). The residents, businesses and organizations in Longfellow have provided leadership on important community issues and provide financial and resource support to many of our partners in the community.

8. Besides funding, what are some other ways that the NCR and NCEC can help your neighborhood organization?

LCC would like to take advantage of the Outreach/Access Coordinators and their knowledge of successful outreach to underrepresented groups. We would also be interested in help from NCR in disseminating census data that would be helpful in to Greater Longfellow in our planning and outreach. When requested, we would like the use of translation services for residents who are hearing impaired or have language barriers.